

NAVIGATING a *NEW* *TOMORROW*



CALIFORNIA NEWS PUBLISHERS ASSOCIATION

2018 PRESS SUMMIT

SPONSOR & EXHIBITOR PROSPECTUS

APRIL 12 – 14, 2018

The Lodge at Sonoma Renaissance Resort & Spa

2018 Sponsorship & Exhibitor Packages

Diamond Sponsor \$8,000

- Introductory remarks and exclusive vendor sponsorship at the Welcome Reception or luncheon.
- Prominent sponsorship recognition in all aspects of promotions as premiere sponsor on Summit and Bulletin promotions.
- Optional: 10'x10' prominent display booth or 6' display table.
- 30-second video to play during the general session. Video production included by Southern California News Publishers with your artwork and/or clips.
- 30-second LIVE introduction commercial for on-site staff.
- Full page color program ad.
- (3) 600x600px ad with links in eBlast promotions to all members before the start of the event
- (2) full page California Publisher color ads (10"x15") .
- Four (4) full conference passes (including meals).
- Digital database (including email addresses) of all attendees.
- One-year membership as Allied Member of CNPA.

Gold Sponsor \$6,000

- Introductory remarks and exclusive vendor sponsorship of one luncheon, reception or breakfast (excluding BNC).
- Optional: 10'x10' display booth space or 6' display table.
- 30-second video to play during the general session. Video production included by Southern California News Publishers with your artwork and/or clips.
- 30-second LIVE introduction commercial for on-site staff.
- Full page program ad.
- (1) 600x600px ad with links in eBlast promotions to all members before the start of the event.
- (1) full page California Publisher color ad (10"x15").
- Two (2) full conference passes (including meals).
- Digital database (including email addresses) of all attendees.
- One-year membership as Allied Member of CNPA.

Silver Sponsor \$4,000

- 6' Display table
- 120x600px Skyscraper or 410x250px rectangle ad included in an eBlast promotion prior to the start of the conference.
- Half page color ad in the 2018 Conference Program.
- Half page color ad in California Publisher (10"x7").
- One (1) full conference pass (including meals).
- One-year membership as Allied Member of CNPA.

Exhibitor \$2,000

- Display table in the conference foyer by coffee service, immediately outside the general session room.
- Half page color ad in the 2018 Conference Program.
- Quarter page color ad in California Publisher (5"x 7").
- Staff registration, without meals.
- (2) Tickets to the Welcome Reception.
- One-year membership as Allied Member of CNPA.

PRINT AD DEADLINES

California Publisher Ads: **March 16, 2018**

AD SPECS

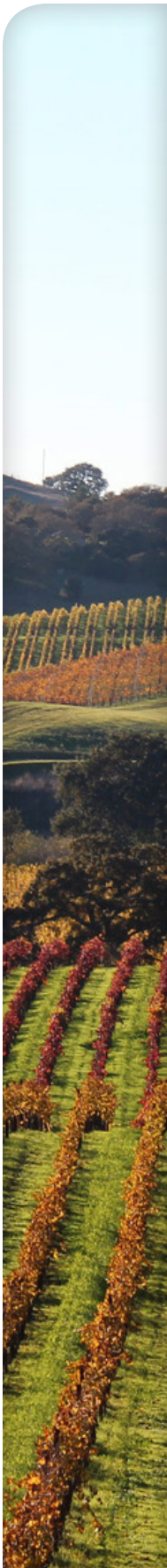
PDF or JPG. CMYK, Images 300 ppi
Email to renee@cnpa.com
916.288.6017

EBLAST PROMOTIONS

CNPA has a 2,300 weekly membership mailing list including publishers, executives and senior staff.

Additional 2018 Summit promotions will be sent monthly with increasing biweekly frequency in 2018, especially near conference deadlines.

Photos courtesy of Sonoma Valley Visitors Bureau



Additional branding opportunities for confirmed sponsors and exhibitors

Lanyard Sponsor \$750

Wrap your name around attendees' necks with this exclusive nametag lanyard sponsorship. You provide the lanyards upon approval of artwork.

Tote Sponsor \$1,500

Get great visibility when you include your logo on our registration totes for all attendees. This exclusive opportunity includes the cost of production.

Coffee Break Sponsor \$1,500

Your company will be exclusively promoted as the coffee break sponsor at any morning or afternoon break.

Hot Ideas & Cold Beer Sponsor \$2,500

This third annual event is the number one profit center for the conference. Your generosity in sponsoring cold beer will make you a hero and you'll be guaranteed a spot on stage to show how publishers can use your product to make money.

Full Page Program Ad \$500

Full page color program ad in the 2018 Conference Program. No additional on-site recognition.

All sponsor and exhibit packages include:

- One year membership as 2018–19 CNPA Allied Member (\$630 value)
- A tabletop exhibit (6'x30" draped table with two chairs)
- Full contact attendee list at the regular registration deadline as well as final attendee list to 10 days post conference
- One marketing insert in the registration bags
- Color logo/link on our website
- Sponsorship recognition in the 2018 Conference Program
- 30-second live commercial during the general session



All meetings take place at The Lodge at Sonoma Renaissance Resort & Spa in Northern California.

The Lodge at Sonoma Renaissance Resort & Spa

1325 Broadway at Leveroni & Napa Roads, Sonoma, California 95476

Hotel discount reservations are available to CNPA members at \$299/night single/double.

Deadline: **Wednesday, March 14, 2018**

Hotel reservations: **(707) 935-6600**

Mention California News Publishers Association to receive the group discount rate.

For more information and details on how we can customize a sponsorship package that suits your needs, please contact **Renée Smith** at renee@cnpa.com.

Photos courtesy of Sonoma Valley Visitors Bureau



2018 Sponsor & Exhibits Form

PARTICIPATION LEVEL

- Premiere Sponsor \$8,000 Gold Sponsor \$6,000 Silver Sponsor \$4,000
 Exhibitor \$2,000 Additional Sponsorship Amount _____
Total Sponsorship Amount _____

SPONSOR INFORMATION

Contact Name _____
Title _____ Company _____
Mailing Address _____
City _____ State _____ ZIP _____
Phone _____ Email _____ Website _____

PAYMENT DETAILS

- Please send me an invoice Credit card details enclosed Total amount \$ _____
 Visa Mastercard American Express
Credit card number _____ Expiration Date _____ Security Code _____
Billing Address (if different than above) _____ ZIP _____

ATTENDEE #1 Same as above

Nickname for badge _____
Full name _____
Title _____
Company _____
Email _____

ATTENDEE #2

Nickname for badge _____
Full name _____
Title _____
Company _____
Email _____

Please send sponsorship form, high resolution logo, ads and any additional attendee information to Renée Smith at renee@cnpa.com or **916.288.6017**.

California News Publishers Association

To serve the common interests of its members and newsmedia, foster the highest ideals, ethics and traditions of journalism, a free press and the news profession.

Serving California newspapers since 1888.

For 129 years, the California News Publishers Association has protected the interests of newspapers throughout the state, from the smallest weekly to the largest metropolitan daily. CNPA operates from offices in the state's capital and is governed by a board of directors drawn from its more than 900 daily, weekly and campus newspaper members. Services to CNPA-member newspapers include:

- Legislative lobbying and legal support
- Advertising networks
- News and publications
- Better newspapers contest
- Employment services
- Annual Press Summit and Convention
- Training and student support

